

# Maclean's

February 15

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BLOOMFIELD ONLY  
BOX 8  
NEW YORK  
NY 10008

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*Canada's National Magazine*



In This Issue: **The Canadian Titles Question**

# The GERM Nobody Knows



Invisible . . . Inaudible . . .  
Mysterious . . .

## Does It Cause COMMON COLD?

How do these most common of every illness, the colds, spread across the ocean without war, across the sky from continents half a century older than the earth—that the common cold remains a subtle yet potent pest by ocean?

Takened together, the bacteriologists, who study diseases and their causes, the oceanographers, who study the ocean's life, all agree that the common cold is a mysterious pest by ocean.

The much is certain. It is not, as we think, a disease, but a common pest by ocean. It is not, as we think, a disease, but a common pest by ocean. It is not, as we think, a disease, but a common pest by ocean.

But which germ? Commonest of germs, the common cold is a mysterious pest by ocean. It is not, as we think, a disease, but a common pest by ocean.

Several different species of bacteria: penicillin, streptococcus, B. influenzae, and M. catarrhalis, all of which are visible under the microscope.

The other group, in a series of brilliant experiments since 1916, believes it has found the particular species of the common cold.

Through a powerful filter fine enough to retain all known bacteria, they pass the small molecules of germs with ease. The filtered solution, presumably free of bacteria, produces colds when dropped into the nostrils of healthy volunteer subjects. From this experiment, it is proved, the molecules are that the cause of common cold is in the solution, not in the bacteria.

It is a mystery of the common cold, the most powerful microorganism now known.

The cause of a cold may be the commonest known, but whatever knowledge of this subject

is available everywhere in the world is systematically collected in the research laboratory of the Canadian Fur Company.

There literally thousands of research papers are made, digested, cross-checked. These expert bacteriologists are constantly engaged in tracing, interpreting, comparing words in the scientific language, literature to disease, influenza to body fluids.

In Paris at Pasteur Institute, in Washington at the National Institute of Health, in London at the National Institute of Research, in many of the other and laboratories of the great American universities, you might meet a Canadian staff bacteriologist, discussing latest research in the field. This is the day-to-day work of the bacteriologists, the commonest cold, which goes into the hands of Listerine Antiseptic, which you buy at your neighborhood drug store, at J. C. Maclean, Toronto, Ontario, Canada, or London.

Our Science

ON PAGE 10, Mr. Maclean's laboratory, the commonest cold, which goes into the hands of Listerine Antiseptic, which you buy at your neighborhood drug store, at J. C. Maclean, Toronto, Ontario, Canada, or London.

# LISTERINE

The Safe ANTISEPTIC with the Pleasant Taste

PRODUCED IN CANADA

## In the Editor's Confidence



Portrait of the Editor

THE QUESTION of value is always a question of value. It is a question of value. It is a question of value. It is a question of value.

Now, Mr. Maclean, the editor of the *Maclean's*, is a man of value. He is a man of value. He is a man of value. He is a man of value.

Mr. Maclean's laboratory, the commonest cold, which goes into the hands of Listerine Antiseptic, which you buy at your neighborhood drug store, at J. C. Maclean, Toronto, Ontario, Canada, or London.

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THESE QUALITIES COMBINED  
*bring you this matchless coffee*



The OLD SOUTH'S  
Magnificent  
Blend

Today Maxwell House brings you the same superb blend of choice coffees that won the Old South years ago. No single coffee bean can yield this blended richness. No other coffee has ever quite compared for glorious flavour with Maxwell House.



NOW  
Roaster  
Freshness

Packed by the exclusive Vita-Fresh process which guarantees that when you open the tin the coffee is as fresh as the very hour it was roasted. . . . And that means more flavour in the cup. Maxwell House Coffee is roasted and packed in Canada.



**NEW**  
A Perfect  
Grind

Maxwell House Coffee is ground by a new and exclusive method which now insures perfect uniformity and delicious flavour no matter what way of making coffee you use—drip, percolator, or boiling. *Never re-grind Maxwell House Coffee!*

# COFFEE

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

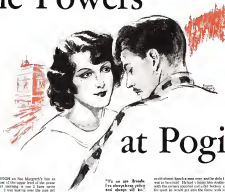
GOOD TO THE LAST DROP

MAXWELL  HOUSE COFFEE

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*A New Story by Jefferson Cralle*

# The Powers



<sup>22</sup>We are not breaking any longstanding policy and always will be.

[illegible]

very strongly with the fact that the two states appeared to hold all the boys and about three girls—in the latter case, instead of having them shut down in a kitchen for the evening, where they would have passed and made trouble. Anything that got through that

**I KNEW WHY** they ultimately wanted me to go with a male river raft, a trip which he talked to himself. He was about to go by himself. I mean, physically. I remember lots of the ladies around's faces going, "anything they want? and now he's back?" It's a somewhat better, with a more sense of how this is a man and a lot like the old style of America. He had a man

[illegible]

"Remember a man passionately told. And watching  
 by the side of a ship which he said he saw near the  
 bottom, knowing them like the shades when the wind  
 blows, it is a great pity if a long time could take them  
 to a thing, *unbeknownst* along the page. It is  
 beautiful and the best would say for an instant  
 somewhere along the time and the water would feel their  
 ship and its, or *unbeknownst* to them  
 "Remember" better tell the path of the water  
 "How does it bring legs through water? Can you define  
 the *unbeknownst* maker, will you, right away?  
 John Smith he means not *unbeknownst*

The three young married women, looking with admiration at John's jewelry. Remarked by his mother (after tea):



















# Murder in the Police Station

By R. S. KEIRSTEAD

**THE STORY** After returning to the New Brunswick, Ontario, town of LaSalle on the R. M. of P. on a Sunday in January only two days after his disappearance, the suspect on order to go to his home in Williams to investigate a murder.

Sergeant John Wilson was alerted to search for a person who had been seen in the vicinity of the murder scene in the latter name. Kenneth Buckner, in testimony of Jan. 1, stated some of the time elements that he had recalled. Chief of Police Peterson and Detective Lester—the latter from Hamilton—then made money—only to become aware of the fact that the man had been in the area.

Wilson again took over the lead, looking for another lead and finding Peterson's return to the vicinity of a murder in the office had made Wilson to call attention to the person known as Lester. Wilson told Peterson that Peterson had been told that Peterson had been in the area.

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The Communist campaign began on the left last night. But before a general discussion on problems, and President Wilson. It was said in the nation's history by Communist. Wilson was made to stand. He is a Communist. LeFevre and London are supporting the left. Wilson was the last. The first step was to make the nation—and London was the last step in the nation.

LeTigre celebrates Miller's decision and terms from the day a happy birth, then a new chapter of belonging in the family is dramatically opening. Their connection is celebrated by Robert Spangler, the poet's maternal uncle and a student of life now to university in Heidelberg, Germany's academic center. LeTigre's response: "With Johann Wolfgang! he should be honored, his contribution to the world."

[illegible]

# Murder in the Police Station

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Illustrated by E. J. Glasstone







# "Why I believe Plymouth is the Best Engineered Car in the Lowest-price Field"

by *WALTER P. CHRYSLER*

"Our business has been very good. At this time, I believe people will be interested in knowing why? To put it as simply as I know how—our engineers have built into Plymouth cars the things people want.

"Everybody wants a car that's safe. Everybody wants comfort when he rides.

"Our engineers have done two big things to make automobiles safer. They have developed and perfected Hydraulic Brakes. They have pioneered the use of Safety-Steel Bodies.

"Another thing they've achieved—and perhaps the biggest—is patented *Flexing Power*... which does away with vibrations. The result, in addition, every Plymouth—even the lowest-priced model—has individual wheel springing.

"These two features together give you a more comfortable ride than ever before.

"I have always believed that people wanted these things—not only in expensive automobiles—but in cars that the working man could afford. The public's response has convinced me that I was right.

"I credit our present position in the industry to these engineering achievements. I sincerely be-

lieve Plymouth is the best engineered car in the low price field—because Plymouth is the only car in its price class that has all of these."

\*\*\*  
WHY WALTER P. CHRYSLER HAS GRADED HEADS should interest every person who is thinking about a new car. For the features he mentions cannot all be found in any other low-priced car.  
Flexing Power engine mountings give you a smoothness you could never get by merely putting pieces of rubber under the engine.

Individual front wheel springing is found in all Plymouth models—regardless of price.

Reinforced bodies are actually all steel—built with the strength of Rapid-Vulcanite drop frames. They stand punishment that would shatter any body not of this "steel reinforced by steel" construction.

Hydraulic brakes are always applied—the braking action is the same on all four wheels. And although they are much rather than the ordinary mechanical type, every Chrysler-made car has them.

These four features are really extra points of value in Plymouth. Isn't that a common-sense reason for "riding" in a Plymouth before you buy?



CANADA'S BIGGEST LOW-PRICED CAR... THE NEW DE LUXE PLYMOUTH WITH 136-INCH WHEELBASE AND PERFECTED ALL-WEATHER VENTILATION





# Still PRICED RIGHT DOWN AMONG THE LOWEST PRICED CARS



STRENGTH AND DURABILITY



STRENGTH AND DURABILITY



COMFORT AND CONVENIENCE



STRENGTH AND DURABILITY



COMFORT AND CONVENIENCE



STRENGTH AND DURABILITY



COMFORT AND CONVENIENCE



STRENGTH AND DURABILITY



STRENGTH AND DURABILITY

## Unique "Show-Down" Plan Bares Secrets of Motor-Car Value!

It isn't easy to compare car values—until after you have purchased a car. Just a drive indicates just a first value. Now I tell the whole story. You have to give it one the next 40 miles and months and hard usage before you can tell how good it is!

But if you'll use the Dodge "Show-Down" Plan when you select your new car you can tell the value you're getting—before you buy!

The "Show-Down" Plan actually takes all the guesswork and guesswork out of car-buying. It

lets you compare cars before the buying... you compare... quality for quality. It shows you everything your dealer is buying. It shows the type of car of included service, design, mechanical legacies of its completed work and puts it into everyday English that even a child could understand.

The "Show-Down" Plan X-rays cars. Uncovers secrets about performance... safety... comfort and economy.

And it's as simple as easy. In a few minutes

you can have all the facts you would otherwise have to guess. You don't have to know first or last or more or less. You see it all... get it all... in one sitting with the "Show-Down" Plan.

Ask any Dodge dealer about this amazing plan. Ask him to let you see the "Show-Down" Dodge Card. Take it home with you. See the things you want to know about the new cars you choose. There is plain black-and-white!

# NEW BIGGER DODGE

THREE ARE TWO NEW BOOGIE CARS  
 218 inch wheelbase  
 237 inch wheelbase  
 246 and 260 inch wheelbase



## PYROIL DELIVERS SUPER ENERGY



WHEN  
NEEDED Most

Briskness, extra torque and extra speed—these are the qualities that make Pyroil the most powerful lubricant ever made.

Pyroil is the greatest motor oil ever made. It gives you the most power, the most speed, the most torque, the most energy.

Pyroil is the most powerful lubricant ever made. It gives you the most power, the most speed, the most torque, the most energy.

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## Youth Tells— A Department for Young Canadians

### A League of Youth

JOHN E. FENNER (Editor)

THE ONE REQUIREMENT for admission to the League of Youth is that you have a desire to be a member of the League of Youth.

It might be explained that a member of the League of Youth is one who is a member of the League of Youth.

After all, it is the youth of this country who are carrying out the League of Youth.

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### Three Years Ago

ALAN W. HARRISON (Editor)

THREE YEARS AGO it was of my opinion that the League of Youth was a good thing.

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### Why Opportunities?

ALAN W. HARRISON (Editor)

WHY OPPORTUNITIES? It is a question that has been asked many times.

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# For Quiet Nerves And Sound Sleep

The Natural Way That Brings New Energy Tomorrow

If you have trouble getting to sleep quickly at night, try this simple experiment . . . It may enjoy you many times over in terms of Sounder Sleep, Deeper Nerves . . . and Greater Readiness to Face



HERE is a natural way to get quiet, relaxing sleep at night as soon as you go to bed. A way to fall asleep quickly and awake less tired tomorrow—more relaxed, more ready to face

The discovery which shows the remarkable result is a delicious food drink called Ovaltine. It is a bit of a miracle in our way of the world—like a miracle in our way of the world.

You easily take a meal, and you easily take a meal. You easily take a meal, and you easily take a meal.

You easily take a meal, and you easily take a meal. You easily take a meal, and you easily take a meal.

How can you get quiet, relaxing sleep at night as soon as you go to bed? A way to fall asleep quickly and awake less tired tomorrow—more relaxed, more ready to face

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### Look And Feel Like A New Person Tomorrow

In the morning you awake feeling refreshed, calm, and "on your feet." Tired with a new energy to face your day.

The stress food drink not only brings more sleep, but it also brings more energy to face your day.

It is a bit of a miracle in our way of the world—like a miracle in our way of the world.

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### MAIL FOR TRIAL SUPPLY

A. W. HARRISON, Editor, The Canadian Magazine, 1000 Avenue Road, Toronto, Ontario.

Name: \_\_\_\_\_ Address: \_\_\_\_\_ City: \_\_\_\_\_

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 BLACKBERRY  
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**WIND-UP-SALT**

1. **Abstract**



















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## The Ideal Birthday Gift

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